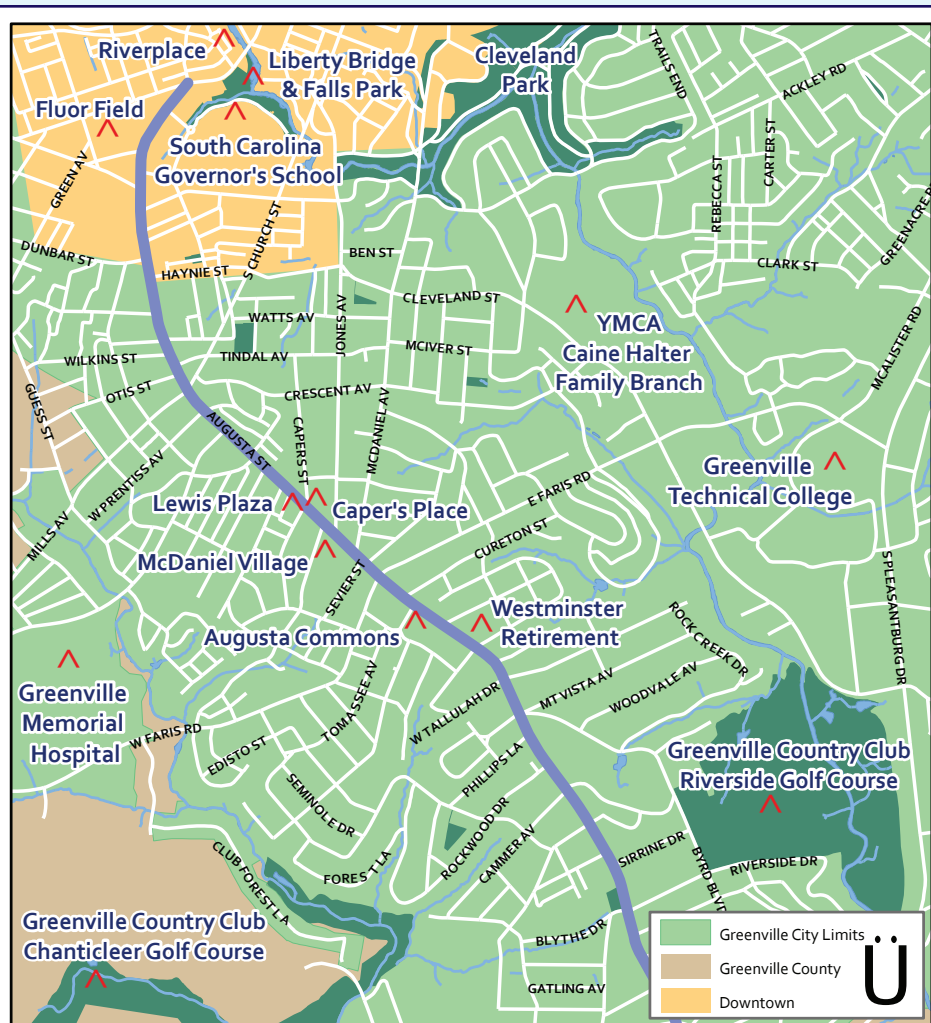




Augusta Road

Less than a mile from downtown Greenville and bordered by some of the Upstate's most desirable neighborhoods, you'll find one of Greenville's oldest and most prestigious shopping districts. Augusta Street, or Augusta Road as it is referred to locally, is home to some of the finest boutiques in the Upstate. A variety of specialty shops, fine clothing stores, flower shops, health food markets and decorating resource centers can be found near old-fashioned hardware stores and a wide range of restaurants. Augusta Road is also the location of Greenville's first, and still very active, shopping center. The businesses in this area not only provide convenient shopping to support the nearby neighborhoods, but also attract visitors from across the city, and beyond. For decades, the Augusta Road area has been regarded as one of the Upstate's most coveted areas to live, work and play. Historic homes, beautiful parks and a unique shopping district – all within walking distance – create a sense of community you won't find anywhere else.



Location

Augusta Street runs along the southeastern edge of the city. The northern end connects directly to South Main Street, providing convenient access to the West End and downtown. The southern end crosses over I-85 (with access), before continuing on to Greenwood, SC.

Incentives

- Business license fee abatement available in the Augusta Road area for eligible businesses in the following categories: Corporate Headquarters, Manufacturer, Manufacturing, Research and Development and High Technology Growth Businesses.
- Various business and development assistance programs may be available.

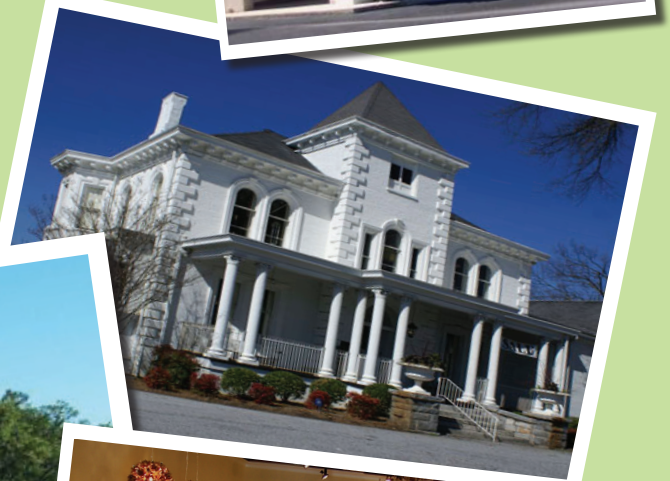
Business Association

The **Augusta Road Business Association** (ARBA) is a coalition of businesses established to work together for the betterment and the economic development of the Augusta Road corridor.

Visit the Augusta Road Business Association web site at www.onlyonaugusta.com.

Master Plans

- *Augusta Road Corridor Study* – LDR International, Inc. (1998)
- *Augusta Road Corridor Study* – City of Greenville (2004)



DEMOGRAPHIC SUMMARY Augusta Street at Faris Road

Drive Time Analysis

	5 Minutes	10 Minutes	15 Minutes
Population	24,186	108,576	215,185
Median Age	40.5	36.5	37.1
Households	10,973	46,678	90,767
Average Household Income	\$64,605	\$55,546	\$62,019
Households with Household Income \$50,000+/year	4,191	17,317	41,299
Per Capita Income	\$30,082	\$24,271	\$26,571
Consumer Spending (2000) Retail Goods	\$254,740,872	\$940,943,955	\$2,035,977,081

Source: ESRI Business Information Solutions (2008)

Customized demographic information is available through the City of Greenville, Economic Development Department.

City of Greenville, SC • Economic Development Department • (864) 467-4401 • www.greenvillesc.gov